

## Amanda Ferguson

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**Subject:** FW: Requesting a Letter of Support for Rowing Canada's application to REDIP for the National Training Centre and ne "Home for Canadian Rowing in the Cowichan Valley"  
**Attachments:** DRAFT - CVRD Letter of Support for Rowing Canada's REDIP Application.docx

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**From:** Jennifer Blunt <[jblunt@rowingcanada.org](mailto:jblunt@rowingcanada.org)>

**Sent:** November 1, 2023 3:11 PM

**To:** Patrick Robins <[Patrick.Robins@cvrd.bc.ca](mailto:Patrick.Robins@cvrd.bc.ca)>

**Cc:** John Elzinga <[John.Elzinga@cvrd.bc.ca](mailto:John.Elzinga@cvrd.bc.ca)>; Barry O'Riordan <[Barry.Oriordan@cvrd.bc.ca](mailto:Barry.Oriordan@cvrd.bc.ca)>; Terry Dillon <[tdillon@rowingcanada.org](mailto:tdillon@rowingcanada.org)>

**Subject:** Requesting a Letter of Support for Rowing Canada's application to REDIP for the National Training Centre and ne "Home for Canadian Rowing in the Cowichan Valley"

Dear Members of the Cowichan Valley Regional District (CVRD) Board,

I am reaching out to request a formal letter of support from the CVRD in support of Rowing Canada Aviron's (RCA's) recent application to the Rural Economic Diversification and Infrastructure Program (REDIP).

RCA has requested a grant of \$500,000 under the REDIP - Forestry Industry Transition stream towards the estimated \$2.25 million cost to construct the new Shell House. This Shell House is an integral, and urgently needed, part of RCA's efforts to establish a world-class training facility, on Quamichan Lake, that will attract and support Canada's National team athletes, coaches and support staff who are relocating to the Cowichan Valley to prepare for success on the world stage. The Shell House will be used to store and protect a valuable fleet of rowing equipment that is used daily by the National Team and by younger, aspiring national team athletes who will visit North Cowichan to race in small boat regattas, selection trials and training camps every year.

There is a symbiotic relationship between RCA's need for a Shell House and a "Home for Canadian Rowing" where athletes will have year-round access to on water high-performance training opportunities and the needs of North Cowichan and surrounding communities for economic diversity. By investing in this project, we are not only building a 4,000 sq ft Shell House to protect the boats and equipment, but also stimulating job creation, attracting skilled professionals to the community, and increasing tourism, particularly in the shoulder seasons.

In hopes of facilitating a positive response, we've taken the liberty of attaching a Draft Letter of Support. We would be happy to be available to answer any questions during your meeting. We would also be delighted to attend a future board meeting to provide an up-date for the Board on our overall NTC project.

Thank you for considering this request!

With sincere appreciation,

Terry Dillon, CEO  
Rowing Canada Aviron

## Per/Jennifer Blunt

National Training Centre Campaign Lead | Conseillère de la campagne du Centre national d'entraînement

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November 1, 2023

Regional Economic  
Diversification and  
Infrastructure Program (REDIP)  
c/o Vancouver Island & Sunshine Coast  
Regional and Rural Development Unit  
Ministry of Jobs, Economic Development  
and Innovation

**Re: Rowing Canada Aviron's National Training Centre and Home for Canadian Rowing in the Cowichan Valley**

Dear REDIP Program Team and Assessment Panel:

The Cowichan Valley Regional District (CVRD) would like to express our support for Rowing Canada Aviron's (RCA) application to the Rural Economic Diversification and Infrastructure Program (REDIP) for Phase Three of their initiative to establish a National Training Centre (NTC) and a new Home for Canadian Rowing on Quamichan Lake in the Cowichan Valley.

Our most recent Strategic Plan emphasizes the importance of economic development, diversification, and creating opportunities for our communities and residents. The NTC project aligns perfectly with this vision and can play a crucial role in helping our region recover from the impacts of COVID-19 while building resiliency for the future. The NTC will clearly foster economic prosperity, generate employment opportunities, and attract skilled professionals all of which aligns with our region's imperative need for diversification. This initiative is not solely about rowing or a shell house: it's about creating a diverse, vibrant, and economically sound community for current and future generations in the Cowichan Region.

The economic contributions of the NTC project to our community are substantial. With approximately \$2 million already injected into our local economy and an additional \$3 million in capital expenditures expected, this initiative is creating jobs and benefiting local supply chains. Furthermore, the annual injection of \$4 million in salaries, program spending, and tourism-related spending will further invigorate our region.

The prospect of new residents, especially well-educated, younger professionals, is particularly promising. They will not only strengthen the local tax base but also contribute to the growth of local businesses, service providers, and tradespeople. We believe this project will also foster a

culture of volunteerism, attracting other provincial and national team programs to our region and transforming it into a hub for high-performance sports and tourism.

The NTC's ability to host national team trials, training, and regattas will bring hundreds of "rowing tourists" to the region, benefiting local businesses in non-peak times and enhancing our region's profile as a sports destination.

Moreover, beyond its economic merits, we believe that the presence of the National Rowing Team athletes and coaches will unify, ignite, and inspire our residents of all ages for generations to come. We see this initiative as a powerful force for community cohesion and well-being.

In conclusion, we are delighted that Rowing Canada Aviron has chosen the Cowichan Valley to be the new home for Canadian rowing. The economic development and diversification potential of this project align with the vision set forth in our strategic plans, and we wholeheartedly support their application to the REDIP program. We believe the NTC project represents a significant opportunity for our region's growth and prosperity.

Sincerely,

*Name*

*Title*

*Business*